

TERMS OF REFERENCE

(as of 02 April 2018)

- I. **PROJECT TITLE** : IMEX Frankfurt 2018
- II. **JOB SPECIFICATION:** Booth design, set up, maintenance and dismantling of Philippine Pavilion
- III. **DATE** : 15-17 May 2018 (Event Proper)
- IV. **VENUE** : Messe Frankfurt, Germany
- V. **BOOTH SIZE** : 85.1875 sq.m. (11.750m x 7.250m) / 3 sides open
- VI. **PURPOSE / OBJECTIVES**

The Philippine Department of Tourism (PDOT) – Frankfurt and Tourism Promotions Board (TPB) Philippines are participating in the IMEX Frankfurt 2018, a MICE industry trade show, to sustain the Philippines’ presence in the global MICE industry as a preferred MICE destination. As such, the PDOT-Frankfurt and TPB are in need of the services of an international company engaged in the business of designing and installation of booths for travel and consumer fairs for the aforementioned trade show.

Philippine Pavilion Objectives

The set up and installation of the aforementioned booth aims to attain the following objectives:

- Generate a positive “brand recall” of the Philippines and establish the country as a preferred MICE destination, not only for the Asia Pacific market, but for all key MICE markets worldwide;
- Create an atmosphere that reflects the Philippines as a friendly destination for hosting international meetings and conventions and organizing incentive travel;
- Create an impact that will attract and encourage meeting planners and incentive travel organizers, press/media, travel trade and consumer visitors to visit the Philippine booth; and
- Provide a highly functional yet visually appealing area for dissemination of Philippine tourism information, product updates, audiovisual presentations, business transactions, one-on-one meetings, and other activities.

VII. CAPABILITY REQUIREMENTS

- Must have the experience in rendering services at an international exhibition;
- Must have a minimum of three (3) years of experience in the business of designing and set up of special booths for large-scale international events,

- particularly in tourism travel and consumer trade fairs/exhibitions;
- Must be accredited by IMEX, the franchise owner and organizer of IMEX Frankfurt;
- Must have a dedicated team who will focus on design, set up and installation of the Philippine booth;
- Must have the capability to invest, coordinate shipment to the IMEX Frankfurt 2018 site, put up AV equipment, furniture and design pieces for the Philippine booth

VIII. BOOTH ELEMENTS / LAYOUT

1. Business area for Pre-Scheduled Appointments (PSAs) / Business-to-Business (B2B) Sessions
 - Five (5) negotiating tables for the following Philippine exhibitors
 - Travelite Travel and Tours Co.
 - Blue Horizons Travel and Tours, Inc.
 - Divaishnavi International Inc.
 - Philippine Tourism Promotions Board
 - Philippine Department of Tourism - Frankfurt
 - Provision for installation of company name/signage per table
 - Three (3) chairs per table (2 for the company representatives, 1 for the buyer)
 - Small lockable storage cabinets per exhibitor table
 - Individual electric outlets (at least 2 sockets) and adaptors (if applicable) per table
 - Tables to have the Philippine Map (printed or in vinyl sticker) on top
 - Five (5) small hanging acrylic brochure rack
 - Five (5) small trash bins
2. One (1) Group Presentation Area
 - Should be a semi-enclosed area (surrounded by 2-3 walls) with enough lighting and controlled acoustics
 - One (1) LED wall and wall backing
 - USB player and HDMI cable for AVP showing
 - Two (2) power outlets
 - One (1) small lockable side table with hanging acrylic brochure rack
 - Seating for 15-18 pax
3. An Interactive Digital Wall
 - An entertaining and interactive digital wall installation featuring the Philippine map and its destinations (to include products and activities) that will provide an immersive experience of stand visitors
 - May incorporate touch points, animations, sounds, motion detection and photo taking
 - Printed and digital photo of the visitor in a Philippine destination (to be sent to the visitor's email meant to be shared in his/her social media account) as souvenir / prize

4. One (1) Information Counter
 - Philippine Map (showing MICE destinations)
 - Lockable storage space under the counter
 - At least two (2) chairs
 - Two (2) power outlets
 - Two (2) brochure racks beside the counter
 - LED monitor of at least 55" screen size, or indoor LED panels, and wall backing
 - USB player and HDMI cable for AVP showing

5. One (1) General Storage Area with lockable door
 - six (6) lockers (medium-sized bags should fit)
 - shelves for promotional materials/brochures and giveaways
 - electrical connection for water / coffee / tea service
 - one (1) small dining table for 4 pax
 - one (1) trash bin
 - one (1) full length mirror

6. Specific Stand Requirements
 - Stand set up and installation inclusive of walls and storage area
 - Elevated flooring (4 inches) with carpet to cover the electrical wiring and connections
 - Overhead "Philippines" signage, which must be visible from all angles
 - Backdrop visuals, overhead ceiling banners and other appropriate elements:
 - interior décor, as appropriate
 - fresh plants, flowers and other decorative accessories
 - sufficient lighting
 - Furniture and fixtures that feature unique Philippine materials and design, which complement and conform to the recommended layout
 - Amenities to include coffee, tea and water service and supplies
 - WiFi / Internet access at the stand
 - All exhibition venue necessities such as electricity and water connection, as well as suspensions and permits

IX. SCOPE OF WORK / DELIVERABLES

The PDOT-Frankfurt and TPB Philippines require the following package of services for the Philippine booth at IMEX Frankfurt 2018:

1. Conceptualize the Philippine booth design strictly following the rules and regulations set by the fair/event organizers;
2. Submit a proposed booth design for approval of the PDOT-Frankfurt and TPB Philippines, on or before the deadlines set in the approved time table for this project;
3. Set up, install, furnish and decorate the Philippine booth based on, and consistent with, the approved concept/design;
4. Supply, deliver and install all the required materials, amenities and other

additional supplies and necessities for the set up and installation of the Philippine booth, to include the following:

- Printing of the backdrop visuals, overhead ceiling banners, and such other materials (Graphics and all visuals for approval of the PDOT-Frankfurt and TPB Philippines);
 - Appropriate furniture and fixtures, and interior décor such as fresh plants, flowers and other decorative accessories;
 - Electricity and water connection, sufficient power outlets;
 - Coffee, tea and water service and supplies, including brewed coffee machine/coffee-maker;
 - Wifi/internet access;
 - Other accessories and pertinent inclusions deemed necessary by both parties to improve the general look and function of the Philippine booth
5. Repair or replace defective materials not conforming to the specifications, without cost to PDOT-Frankfurt and TPB Philippines;
 6. Provide stand-by technical manpower for the duration of the fair for on-site problems, and to supervise the ingress/egress, booth set up and installation, maintenance and dismantling;
 7. Provide daily stand cleaning service for the Philippine booth, before and after the exhibit hours;
 8. Dismantle the booth / décor after the exhibit, egress on the dates designated by the fair organizer, and handle the storage or disposal of the booth parts;
 9. Process the appropriate insurance coverage, and all permits required for the Philippine Booth at IMEX Frankfurt 2018

X. TIME FRAME AND SCHEDULE OF WORK

The contract duration is for a period of 1.5 months with the following schedule of work:

- 09-12 April Preparatory work
 - a. Generation of proposed booth design
 - b. Submission of all other required proposals
- 13 April Selection / Approval of booth concept/design
- 16 April Submission of final booth information to IMEX Frankfurt organizers
- 17 April – 12 May Development and Finalization of the Booth Design
 - a. Finalization of the booth concept/design
 - b. Presentation of materials to be used, if necessary
 - c. Preparation of all documents/requirements
 - d. Finalization of artworks / graphic designs

- 13-14 May Set-up of Philippine booth at IMEX Frankfurt 2018 (or according to official event schedule)
- 15-17 May IMEX Frankfurt 2018 proper (stand maintenance)
- 17-18 May Egress/Stand Dismantling (or according to official event schedule)

XI. BUDGET

Total Budget allocation for the Philippine booth is *a maximum of EIGHTY THOUSAND EUROS (EUR 80,000)*, inclusive of taxes, management fee, performance bond and other applicable fees.

The financial proposal should allow for at least two to three modifications in the stand layout and design, **without additional costs**, in case of needed adjustments or corrections in accordance with the needs and requirements of the end user. Bidders are required to submit detailed breakdown of its cost component for the project.

XII. TERMS OF PAYMENT

The indicative payment scheme is as follows:

OUTPUT / MILESTONE	%
Upon approval of final booth concept and design	15%
Upon satisfactory delivery of services, installation and dismantling of booth	85%
Total	100%